



MERCURYADS.COM + MERCURY ADVERTISING
22 S. Grand + Bozeman, Montana 59715 + 406.586.2280 + fax: 406.586.2685

MEDIA PLAN

CLIENT: BOZEMAN CVB
DATE: JULY 9, 2008
PROJECT: FY08 WINTER CONSUMER ADVERTISING
JOB #: BCVB-080005
PAGE: 1 OF 1

Campaign Overview	Cost	Impressions
Print Total	\$3,954.00	600,000
Internet Total	\$3,626.66	365,000
Total Cost	\$7,580.66	965,000
Total CPM	\$7.86	



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Print Options

PUBLICATION	ISSUE DATE	COST	CIRCULATION	AD SIZE	CLOSING DATE	MATERIALS DUE	CPM	EDITORIAL/COMMENTS
Madden Newspaper Insert	26-Oct-08	\$3,954.00	600,000	1/4 P Slide and Copy	25-Jul	8-Aug	\$6.59	Includes brochure ad (reader service listing) and inclusion in email marketing program
<i>Total Print</i>		\$3,954.00	600,000				\$6.59	



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Online Options

SITE	DATE	LOCATION	COST	IMPRESSIONS	CPM	SIZE/NOTES
onthesnow.com	November and December	Direct Email to opt-in subscribers	\$1,586.66	290,000	\$5.47	Image, copy and linking URL
weather.com	December 1, 2008 - January 31, 2009	Geotargeted Display Banner	\$840.00	50,000	\$16.80	300x250 above the fold banner
skinet.com	December 1, 2008 - February 28, 2009	Video pre-roll to ski footage ROS	\$1,200.00	25,000	\$48.00	:15 video pre-roll with linking URL
<i>Total Online</i>			\$3,626.66	365,000	\$9.94	